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The Effectiveness of Digital Political Communication in Increasing Generation Z Political Participation in Indonesia

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Abstract

This study investigates the effectiveness of digital political communication in enhancing the political participation of Generation Z in Indonesia. The research is grounded in the context of a digitally native generation that relies heavily on social media platforms, such as Instagram, TikTok, X/Twitter, and YouTube for accessing information, shaping opinions, and engaging with political discourse. Given Generation Z's growing electoral significance, understanding the strategic role of digital communication in fostering their political engagement is increasingly critical. Employing a quantitative approach, data were collected through an online questionnaire distributed to 380 respondents aged 17–27 years, selected via purposive sampling. Criteria included active use of social media for political information and recent interaction with digital political content within the past six months. Data analysis involved descriptive statistics and multiple linear regression to assess the relationship between the effectiveness of digital political communication and levels of political participation. Findings reveal a significant positive impact, particularly in raising political awareness, stimulating online political discussions, and increasing intentions to vote. Key drivers of engagement include source credibility, message clarity, and the appeal of visual-based

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media. However, the study also identifies challenges such as misinformation, content fatigue, and limited digital literacy. The study concludes that digital political communication can effectively increase political participation among Generation Z when implemented through creative, transparent, and educational strategies. These insights offer practical implications for political actors, election bodies, and civil society organizations aiming to design inclusive and sustainable digital engagement campaigns.

Keywords: Digital Political Communication; Political Participation; Generation Z; Social Media; Communication Effectiveness

INTRODUCTION

The development of information and communication technology has significantly changed the pattern of social, economic, and political interaction in Indonesia. The advancement of digitalization, especially with the presence of social media, has created a new space in the practice of political communication. If previously political communication relied more on conventional media such as television, radio, and newspapers, now digital media has become the main channel in spreading political messages, building an image, and gathering support. This phenomenon is increasingly evident in the recent era of political contestation, where almost all political actors use digital platforms to reach the public, especially the younger generation (Wildan, Pratama, & Sugiarto, 2025).

Generation Z, born between the mid-1990s and early 2010s, is a demographic group that has grown along with the development of the internet, smartphones, and social media. As digital natives, Generation Z has unique characteristics in accessing, producing, and distributing information. They tend to be more critical, adaptive to technology, and have a high preference for digital-based interactions compared to conventional face-to-face. In Indonesia, Generation Z is projected as one of the important determinants in the national political map, given its significant number and potential in determining the direction of democracy in the future (Arrazak & Adnan, 2025).

However, although Generation Z has a high level of exposure to political information through digital media, it is not necessarily directly proportional to their political participation, whether in the form of political discussions, organizational involvement, or the use of voting rights. This is where the effectiveness of digital political

communication becomes an important issue to be researched. The main question that arises is the extent to which political communication through digital channels can affect the attitudes, awareness, and political involvement of Generation Z in Indonesia (Prayudi, Edy Susilo, & Probosari, 2025).

Research on the effectiveness of digital political communication on Generation Z's political participation is relevant for two main reasons. First, the trend of political digitalization in Indonesia is increasingly dominant, as evidenced by the increasing use of social media in electoral campaigns, policy advocacy, and political movements. Second, the participation of Generation Z is still seen as fluctuating and tends to be pragmatic, so it requires the right political communication strategy so that they can play an active role in the democratic process. Thus, this study is expected to make a theoretical contribution to the development of digital political communication literature, as well as practical contributions for political actors, election organizers, and civil society in designing effective communication strategies to improve the quality of democracy in Indonesia (Mahendra, Saudin, Loeca, Yazid, & Busthomi, 2025).

This study aims to analyze the effectiveness of digital political communication in increasing the political participation of Generation Z in Indonesia. In particular, this study is directed to identify the factors that support and hinder the success of digital political communication in reaching Generation Z, as well as assess the extent to which social media and other digital platforms play a role in shaping their political awareness, attitudes, and behaviors. In addition, this research is also intended to provide recommendations for appropriate and relevant digital political communication strategies, so that they can be used by political actors, election organizers, and civil society in an effort to increase Generation Z's political participation in a more meaningful and sustainable manner in the context of Indonesian democracy (Khotimah, Nugroho, & Aribowo, 2025).

METHODS

This study uses a quantitative approach with a survey method to obtain empirical data on the effectiveness of digital political communication on the political participation of Generation Z in Indonesia. This approach was chosen because it is able to describe the relationship between digital political communication variables and the level of political participation in a measurable and systematic manner. The research population is

Generation Z who are 17–27 years old and actively use social media as a source of political information. The sampling technique was carried out by purposive sampling by considering the criteria of respondents' involvement in digital political activities, such as following political accounts, engaging in online discussions, or interacting with political content. The main instrument used was a Likert scale-based questionnaire to measure respondents' perceptions of the effectiveness of digital political messages and their level of political participation, both in the form of discussions, organizational membership, and the use of voting rights. The data obtained were then analyzed using descriptive statistical techniques to describe the characteristics of respondents, as well as regression analysis to test the influence of digital political communication on the political participation of Generation Z. Through this method, it is hoped that the research can provide an objective, measurable, and accountable picture of the effectiveness of digital political communication strategies in increasing the political participation of the younger generation in Indonesia (Hasan, 2024).

In this study, the number of samples was determined using the Slovin formula with a margin of error of 5%, so that the need for a minimum sample of around 350–400 respondents was obtained which was considered sufficiently representative to describe the Generation Z population in Indonesia. The sampling technique used is purposive sampling, which is to select respondents with certain criteria that are relevant to the purpose of the research. The criteria set include the age of respondents between 17-27 years old, active use of social media such as Instagram, TikTok, X/Twitter, YouTube, or Facebook as the main source of political information, and have experience in accessing, following, or interacting with digital political content in the last six months. The data collection procedure was carried out through an online questionnaire which was distributed by utilizing social media networks, student communities, and youth organizations in order to reach respondents from various regions. In addition, to maintain the quality of the data, an initial screening was carried out to ensure that respondents met the criteria that had been determined, as well as checking the consistency of the answers before the data was further analyzed.

RESULTS

Based on data collection through an online questionnaire filled out by 387 Generation Z respondents (aged 17–27 years) from various regions in Indonesia, an overview of the

effectiveness of digital political communication in increasing political participation was obtained.

Social Media Usage Rate of Generation Z

The results of a survey on the level of social media use of Generation Z show a very intensive pattern of digital consumption. As many as 92% of respondents stated that they spend more than three hours per day on social media, which confirms the role of social media as the main space for interaction, entertainment, as well as a source of information. In terms of platform preferences, Instagram occupies the highest position with 68% of respondents using it to access political content. TikTok is in second place with 54%, followed by YouTube at 47%. Meanwhile, text-based platforms such as X/Twitter (32%) and Facebook (21%) tend to experience a decline in popularity among Generation Z. This fact shows that visual and audiovisual formats are more capable of attracting attention than long texts or formal discussions. In addition, this preference also illustrates how a creative, interactive, and concise style of political communication is easier to accept by Generation Z. Thus, social media is not only a means of entertainment, but also a strategic arena in the dissemination of political information that must be adjusted to the characteristics of the younger generation (Dharta, Ghazalie, Putra, & Albrecht, 2025).

Table 1. Social Media Use Rate Data for Generation Z

Platform	User Percentage (%)	Main Description
Posted on Instagram	68%	Dominant for visual & political content
TikTok	54%	Popular for short & creative videos
YouTube	47%	Audiovisual sources with longer duration
X/Twitter	32%	Still used for quick discussions
Posted on Facebook	21%	Starting to be abandoned, only certain segments
Duration > 3 hours/day	92%	Shows high intensity of use

This data shows that Generation Z has a high pattern of attachment to social media with a significant intensity of use, which is more than three hours per day by the majority of respondents (92%). In terms of platform preferences, Instagram is the most dominant medium in accessing political content because of its advantages in presenting concise and easy-to-digest visual-based information. TikTok as a short video-based platform occupies the second position, which reflects the trend of fast and interactive content consumption.

YouTube remains an important choice, although it is more suitable for in-depth content with audiovisual formats. Instead, X/Twitter and Facebook are starting to be abandoned, mainly because the text format is less in line with the information consumption style of Generation Z who prefer a combination of images, videos, and short narratives. These findings can be a reference for political actors, government agencies, and community organizations in developing more effective political communication strategies by emphasizing creative, engaging, and easy-to-share visual content on popular platforms (Surianto, Harahap, & Junaidi, 2025).

Exposure to Digital Political Information

Generation Z's exposure to digital political information shows unique and different dynamics compared to previous generations. Based on the survey results, as many as 74% of respondents admitted that they often see political content on social media, both in the form of campaigns, policy discussions, and the latest political issues. This proves that social media has become one of the main channels for the younger generation to obtain political information quickly and in real-time. However, only 39% of respondents actively follow the official accounts of political parties or political figures, indicating that there is still a gap between formal political actors and young audiences. Most Generation Z actually trust more and consume political information more often through content creators, influencers, or online media that are considered more communicative, relevant, and in accordance with their communication style (Lorentz, Pawito, & Rahmanto, 2025). This phenomenon confirms that the legitimacy of formal political actors in the digital space is not optimal, while non-formal parties play a strategic role in shaping political perceptions, building framing issues, and influencing the direction of public opinion among the younger generation. Thus, political communication strategies in the digital era need to consider collaboration with influencers and alternative media so that political messages can be conveyed more effectively to Generation Z.

Table 2. Digital Political Information Exposure Data

Exposure Categories	Percentage of respondents (%)	Main Description
Often see political content on social media	74%	Exposure to campaigns, policy discussions, and current political issues
Follow the official account of a political party/figure	39%	Direct connections with formal political actors are still limited

Exposure Categories	Percentage of respondents (%)	Main Description
Get information from content creators/influencers	61%	More trusted because the communication style is considered relaxed, relevant, and interactive
Getting information from online media	56%	Being the main alternative to influencers, considered more credible and fast

This data illustrates that Generation Z's exposure to digital politics is very high, shown by 74% of respondents who regularly see political content on social media. However, direct involvement with formal political actors is still low, with only 39% following official party accounts or political figures. On the contrary, the majority of Generation Z prefer to consume political information from non-formal parties, such as content creators or influencers (61%) and online media (56%). This shows a shift in information authority, where non-formal figures who are closer to the daily lives of the younger generation have greater influence than traditional political actors. The main factor driving this phenomenon is a more creative, simple, and relevant style of political messaging to the context of Generation Z's life. Strategically, these findings show that political parties and public figures need to reorient their digital communication strategies. If they have been relying on a formal approach through official accounts, now collaboration with influencers, content creators, and online media is needed so that political messages can reach young audiences more effectively. Thus, exposure to digital politics is not only a phenomenon of information consumption, but can also be used to build more inclusive political participation among the younger generation (Tarigan, Solihah, & Herdiansyah, 2025).

The Effectiveness of Digital Political Communication

The effectiveness of digital political communication in encouraging Generation Z political participation was proven to be significant based on the results of regression analysis ($p < 0.05$). The three main dimensions that determine success are interactivity, message clarity, and visual appeal. The interactivity dimension with a coefficient of 0.41 shows that two-way communication that allows for quick responses, dialogue, and interactive discussions is more able to build Generation Z's involvement in politics. This is in line with the characteristics of the younger generation who value direct involvement more than one-way communication. Meanwhile, message clarity (coefficient of 0.35)

confirms that message clarity, transparency, and simple but substantial information delivery are important factors so that political messages are not rejected or ignored. The visual appeal (coefficient of 0.29) shows that the use of attractive visual elements, such as infographics, creative videos, or interactive designs, plays a role in strengthening the absorption of messages. Thus, the higher the level of interactivity, clarity of message, and visual appeal, the more likely Generation Z is to actively participate in political activities, both in the digital realm and in the form of formal participation. These findings emphasize that creative, adaptive, and participatory digital communication strategies are indispensable to reach the critical and tech-savvy young generation (Simbolon et al., 2025).

Table 3. The Effectiveness of Digital Political Communication

Dimensions of Digital Political Communication	Regression Coefficients	Influence Level	Main Explanation
Interactivity	0,41	Tall	Two-way interaction builds direct engagement, increasing a sense of closeness
Message Clarity (Kejelasan Pesan)	0,35	Medium-High	Clear, transparent, and easy-to-understand messaging increases political acceptance
Visual Appeal (Daya Tarik Visual)	0,29	Keep	Engaging visual content (images, videos, infographics) reinforces the message

The results of the analysis show that the effectiveness of digital political communication in influencing Generation Z is more determined by how the message is conveyed, not just the content of the message. The highest coefficient is found in the interactivity dimension (0.41), which confirms that Generation Z needs space to dialogue, respond, and feel heard. This makes a one-way approach like traditional political advertising less effective. The message clarity dimension (0.35) shows that simple, clear, and direct message delivery to the core of the problem is preferred, considering that Generation Z tends to be skeptical of convoluted political jargon. Meanwhile, visual appeal (0.29) is a reinforcing factor that makes messages more interesting and memorable, especially on visual-based platforms such as TikTok, Instagram, and YouTube. Overall, this data indicates that to increase the political participation of the younger generation, political actors need to develop digital communication strategies that are participatory, transparent, and visually creative. Approaches such as interactive live streaming, public policy

infographics, or clear and engaging short video-based campaigns will be more effective than conventional communication methods. If this strategy is applied consistently, then the effectiveness of digital political communication will not only have an impact on increasing engagement in the online realm, but also have the potential to encourage formal political participation such as the use of voting rights in elections.

Forms of Generation Z Political Participation

Generation Z's form of political participation shows a strong tendency towards the digital realm or e-participation, which is in line with their lifestyle that is very close to technology. As many as 63% of respondents stated that they are active in discussing politics through comments or threads on social media, which indicates that the digital space is the main arena for this generation to express their political opinions. In addition, 52% of respondents have shared political content, whether in the form of articles, videos, or infographics, which shows their role as agents of political information distribution. Not only that, 41% of respondents also admitted to being involved in political organizations or communities, both online and offline, which shows an interest in building socio-political networks even though it is still limited (Naharuddin, Dwi, Yunas, Maulana, & Perdana, 2025).

On the other hand, 71% of respondents expressed strong intentions to exercise the right to vote in the upcoming elections, which can be seen as a positive indicator for the sustainability of democracy. However, conventional forms of political participation are still relatively low, with only 23% having attended face-to-face campaigns or political activities on the ground. This shows a shift in the pattern of participation from physical activities to a digital space that is more flexible, accessible, and in accordance with the communication preferences of Generation Z. Thus, it can be concluded that political participation of this generation is more facilitated by social media and digital technology, while conventional participation has not become the main choice because it is considered less practical and less in accordance with their communication style.

Table 4. Forms of Generation Z Political Participation

Forms of Political Participation	Percentage of respondents (%)	Key Characteristics
Political discussion via comments/threads on social media	63%	Active in interactive digital discussion rooms
Share political content	52%	Playing a role as a disseminator of political information
Getting involved in political organizations/communities	41%	Combined online and offline participation, although still limited
Intention to use voting rights in elections	71%	Indicators of formal political awareness and democratic commitment
Attend face-to-face campaigns/field activities	23%	Conventional political participation is still low

This data shows that Generation Z is more likely to express their political participation through digital spaces compared to conventional political activities. The high number of political discussions on social media (63%) and the sharing of political content (52%) indicate that social media serves as the main channel for interacting, debating, and shaping public opinion. The 41% of involvement in the political community indicates the embryo of collective participation, although this involvement is still more dominant in the form of online communities than offline. Interestingly, 71% of respondents expressed a strong intention to exercise their right to vote, so even though their activities are largely concentrated in the digital realm, the potential for participation in the formal democratic process remains large. However, the low attendance rate in face-to-face campaigns (23%) indicates a gap between digital engagement and physical engagement. This indicates that conventional political mobilization strategies need to be adapted to better suit Generation Z's more practical, flexible, and technology-based communication preferences. Strategically, these findings underscore the importance of building bridges between digital participation and formal participation. If political actors are able to integrate an interactive digital approach with real participation opportunities on the ground, then Generation Z's level of political involvement can increase, not only in the realm of e-participation but also in more tangible political decision-making.

Obstacles in the Effectiveness of Digital Political Communication

Although digital political communication has been shown to be effective in reaching Generation Z, this study reveals a number of significant barriers that can reduce its positive impact. First, the rise of hoaxes and fake news is the most dominant factor that affects the level of public trust. As many as 58% of respondents admitted to doubting the truth of the political information they encountered on social media. This condition indicates that the digital space has not fully become a credible political communication channel, but also an arena for information battles that are often manipulative. This is in line with Castells' view of a network society, where the uncontrolled flow of information can weaken the authority of formal institutions. Second, the quality of political content that is monotonous and tends to be propaganda is also an obstacle. As many as 46% of respondents felt that the political messages they received did not have any closeness to everyday reality, thus failing to build emotional resonance. This phenomenon shows that communication strategies that are top-down and focus on conveying conventional political jargon are less effective in attracting the attention of the younger generation. Instead of building attachment, monotonous communication patterns actually cause audience saturation (Hayati, Martini, & Pramesti, 2025).

Third, the problem of information overload or saturation due to information flooding is another big challenge. Generation Z as digital natives are very active in accessing various media platforms, but the lack of information curation and filtering makes it difficult for them to distinguish relevant information from repetitive information. This condition not only reduces the effectiveness of political messages, but can also lead to apathy, where the audience chooses to ignore political issues because they are considered too burdensome. These barriers confirm that the effectiveness of digital political communication is not only determined by the ability to spread the message, but also by the credibility, quality, and relevance of the content. Without a strategy that emphasizes transparency, creativity, and active audience engagement, digital political communication risks losing its appeal. Therefore, politicians, political parties, and election organizing institutions need to design a trust-based communication strategy by strengthening fact-checking, improving the quality of narratives, and presenting political content that is authentic, interesting, and close to the life experiences of the younger generation.

DISCUSSION

The results of the study show that digital political communication has a significant influence on the political participation of Generation Z in Indonesia. These findings are in line with modern political communication theories that emphasize the importance of digital media as a new arena of democracy. The presence of social media is not only a channel for information distribution, but also a space for political interaction that allows for the active participation of citizens, especially the younger generation.

Social media in the digital era has now transformed into a new political space that is very influential, especially for Generation Z. Research data shows that visual and interactive-based platforms such as Instagram, TikTok, and YouTube are the main media for Generation Z to access political information. This phenomenon is in line with Denis McQuail's view of the shift of mass media from a one-way communication model to a more personalized, participatory, and visual interactive media. Generation Z, known as digital natives, shows a preference for political messages that are packaged in a concise, creative, and easily digestible way through images, short videos, or infographics, compared to traditional communication models such as television or newspapers that tend to be formal and linear (Ida, Mashud, Saud, Yousaf, & Ashfaq, 2025).

Social media not only serves as a channel for political information, but also develops into an arena for public deliberation where the younger generation can discuss, build narratives, and even influence public opinion. Comments, threads, live streaming, and political creator content are part of a new ecosystem that allows active participation, not just passive consumption of information. This interactivity is what makes social media more relevant and effective in building the political awareness of Generation Z. In other words, social media presents a digital democracy space that expands political participation and provides space for the voices of the younger generation to be articulated, while challenging the dominance of the mainstream media in shaping political discourse (Venus, Intyaswati, Ayuningtyas, & Lestari, 2025).

The shift in political authority in the digital era is evident through the increasing influence of content creators and influencers in shaping the political opinions of Generation Z. This research shows that the younger generation trusts political content conveyed by non-formal figures more than the official accounts of political parties or politicians. This phenomenon strengthens the concept of networked influence, which is a

communication pattern in which authority is no longer centralistic and monopolized by formal political institutions, but is distributed horizontally among digital actors who have a loyal follower base. Emotional closeness, a more authentic communication style, and the ability to convey political issues in everyday language make influencers more receptive to Generation Z than the rhetoric of politicians who are often considered rigid, formal, or full of interests (Ariadne Shinta Dewi, Sanofi, Wibowo, & Arifin, 2025).

This shift in authority reflects the transformation of the structure of political legitimacy in the digital space. If in the past the mainstream media and political parties were gatekeepers of information, now influencers play the role of new opinion leaders who can shape perceptions, direct discussions, and even influence political preferences. Generation Z considers influencers to be more representative because they are considered to speak "from within the community", not from the political ivory tower. This indicates that the digital space has created a more fluid political ecosystem, where digital public figures are able to bridge complex political language into simple and relatable narratives for the younger generation. Consequently, formal political actors are required to adapt to new communication patterns, both through collaboration with influencers and by adopting a more interactive, transparent, and community-based communication style (Mahardika et al., 2025).

Interactivity, message clarity, and visualization are proven to be key factors in determining the effectiveness of digital political communication, as shown by the regression results of this study. These three dimensions not only show Generation Z's technical preferences in consuming political content, but also reflect the paradigm shift in political communication itself. Interactivity allows for a two-way dialogue between politicians, content creators, and audiences, fostering a sense of closeness and active participation. Message clarity is important because Generation Z tends to be skeptical of abstract political jargon; They value a message that is simple, transparent, and direct to the core of the problem. Meanwhile, visual appeal reinforces the effectiveness of the message through graphic elements, infographics, and short videos that are easy to understand and share (Nurdin, Paryati, Rizqi, Hermawan, & Handayani, 2025).

These findings are in line with the framework of the Uses and Gratifications Theory which emphasizes that audiences are active actors who choose media according to their needs and satisfaction. Generation Z is not just passively accepting political messages,

but actively selecting, sorting, and even reproducing political content according to their preferences. Therefore, political communication strategies that are still oriented to a top-down model and full of formal rhetoric are increasingly losing their effectiveness in the eyes of the younger generation. On the contrary, strategies that emphasize interactivity, clarity, and visualization are able to build emotional as well as intellectual engagement, which ultimately encourages more meaningful political participation among Generation Z. Thus, these three factors can be seen as the main pillars of digital political communication in the context of contemporary democracy (Vera Hermawan, 2025).

The results of the study show that the pattern of political participation of Generation Z is greatly influenced by the development of digital technology. Their political activities mostly occur in the form of e-participation, such as discussing in online forums, commenting on social media, sharing political content, and expressing support through "like" or "share" signs. This data illustrates that politics for Generation Z is no longer just taking place in physical public spaces, but shifting to a more dynamic, instant, and flexible digital space. This phenomenon can be explained through the concept of clicktivism or slacktivism, which is a form of political involvement that is based on simple actions in cyberspace, but still has great potential in shaping public opinion and mobilizing support (Mani, Sasmoko, Sungkharisma, Arabella, & Azzahra, 2025).

Nonetheless, low participation rates in conventional activities, such as attending face-to-face campaigns or joining political organizations, do not necessarily signal political apathy. Instead, Generation Z's tendency suggests that the digital space serves as an "entrance" to broader political engagement. The intention of the majority of respondents to exercise their right to vote in the upcoming elections shows that e-participation can be transformed into real electoral participation, provided that there is a bridge that connects the digital world with formal political practices. In other words, the existence of digital media does not reduce the role of conventional politics, but opens up new avenues to build awareness, political identity, and active participation of the younger generation (Suhariyanto & Rozak, 2025).

While digital political communication has proven effective in reaching Generation Z, the study also highlights a number of serious barriers. First, the rise of hoaxes and disinformation makes the digital space often filled with misleading information, thus causing confusion, polarization, and lowering the level of political trust. Second, the

phenomenon of information overload causes Generation Z to easily get tired of the flood of repetitive political content that is less relevant to their daily lives. Third, the dominance of top-down political propaganda has the potential to cause distrust because it is considered less authentic. This situation can be understood through Noelle-Neumann's Spiral of Silence theory, which states that individuals tend to be reluctant to express their opinions if they feel that their views are contrary to the majority opinion that dominates the public space. If Generation Z feels that the digital space is filled with biased or manipulative opinions, then their political participation could be significantly reduced. Therefore, building credibility, transparency, and creativity in presenting political content is the main challenge for politicians, political parties, and the media. Only in this way can the digital space become an arena for healthy political deliberation, not just a forum for propaganda (Setiawan et al., 2021).

The findings of this study make an important contribution to strengthening democratic practices in Indonesia. First, political parties and politicians need to formulate communication strategies that are more adaptive to the character of Generation Z, namely strategies that emphasize interactivity, transparency, and the use of visual and narrative mediums that are relevant to the reality of young people. Second, election organizers together with civil society organizations can use digital media as a more attractive means of political education, with the aim of increasing political literacy and digital literacy so that Generation Z is able to sort information and be more critical of hoaxes. Third, the dominant digital participation among Generation Z can be directed to more substantial political participation. This can be realized through digital advocacy programs, online public discussions, and encouraging them to contribute directly to the electoral political process. If managed properly, the dominance of e-participation is not a threat to democracy, but an opportunity to expand the base of public participation. Thus, effective digital political communication can be the driving force for political regeneration in Indonesia, while ensuring that the voices of the younger generation are integrated in the development of an inclusive and sustainable democracy (Lubis, Kesuma, Yudha, & Macpal, 2025).

CONCLUSION

This research shows that digital political communication has proven to be effective in increasing Generation Z's political participation in Indonesia, although its effectiveness still faces various challenges. First, the majority of Generation Z accesses politics through visual-based social media such as Instagram, TikTok, and YouTube, which signals a shift in the political arena to a more interactive and dynamic digital space. Second, formal political actors such as parties and politicians have not yet become the main reference for Generation Z; On the other hand, content creators and influencers are more trusted because they are considered authentic and close to everyday life. Third, the dimensions of interactivity, message clarity, and visual appeal are proven to be key factors influencing the effectiveness of digital political communication. Fourth, Generation Z's form of political participation is more dominant in the digital realm (e-participation), although there is real potential to convert digital participation into conventional political participation, such as using the right to vote. Fifth, the effectiveness of digital political communication is still hampered by the rise of hoaxes, propaganda, information saturation, and low trust in political institutions. Overall, this study confirms that digital political communication is not only a means of information distribution, but also a strategic instrument that can strengthen the political involvement of the younger generation. However, its effectiveness depends heavily on the credibility of the source, the relevance of the message, and the ability of political actors to present content that is creative, interactive, and in accordance with the needs of Generation Z.

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